



ORDER

Flight Dates 10/23/12-10/29/12

Order Sep 00:05:00

<u>Product</u> <u>Estimate #</u> 1193

Contract / Revision 300042 / Democratic Congressional Campai Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

06/08/12 10/26/12 Billing Contact Order Type GENERAL

Advertiser DCCC Billing Cycle EOM/EOC

1010 Wisconsin Avenue NW - Suite Billing Calendar BROADCAST
Washington, DC 20007

End Date

Agency Great American Media

Demographic A25-54

Buying Contact

Calca Office TWORD

Rev Codes

Pol POL PARTY

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-3

1010 Wisconsin Avenue NW - Suite

Washington, DC 20007

Agency Ref 2

Advertiser Ref

Primary Account Executive

Order%

Dave Lombardo

Account Executive

Dave Lombardo	100%	
Tanya Winscott	%	

Start Date

Competing Station	n % of Order	Amount
CABLE	%	<u> </u>
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Market Value

Order Share %

Order Totals Billing Plan

Month	# of Spots	Net Amount C	Fross Amount	Rating Start Date	e End Date	# Spots	# Spots Net Amount Gross		
October 2012	70	\$56,078.75	\$65,975.00	0.00 10/01/12	10/28/12	70	\$56,078.75	\$65,975.00	
November 2012	13	\$10,200.00	\$12,000.00	0.00 10/29/12	10/29/12	13	\$10,200.00	\$12,000.00	
Totals	83	\$66,278.75	\$77,975.00	0.00					

								Tota	als
Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spot	ts Rate Pri	Rtg Type	Spots	Amount
E 1 KNXV 10/23/12 10/26/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	- TWГF	:30	3 \$125.00 P-3	0.00 NM	3	\$375.00
Start Date End Date Week: 10/22/12 10/28/12	<u>Weekdays</u> - TWTF	Spots/Week 3	Rate \$125.00	Rating 0.00					
E 2 KNXV 10/23/12 10/26/12	M-F 6-7am M-F 6-7am	СМ	6am-7am	- TWTF	:30	3 \$400.00 P-2	0.00 NM	3	\$1,200.00
Start Date End Date Week: 10/22/12 10/28/12	<u>Weekdays</u> - TWTF	Spots/Week 3	Rate \$400.00	Rating 0.00					





<u>Contract / Revision</u> 300042 <u>Flight Dates</u> 10/23/12-10/29/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 06/08/12/ 10/26/12 <u>Order Sep</u> 00:05:00

Advertiser DCCC Product Democratic Congressional (Estimate # 1193

											Tota	
Ln Ch	Start	End	Inventory Code	Break	Start/End Ti		Len Spo	ots	Rate Pri		Spots	Amount
E 3 KNXV	10/23/1	2 10/29/12	M-F 7-9am M-F 7-9am	СМ	7am-9am	MTWTF	- :30	2	\$400.00 P-2	0.00 NM	6	\$2,400.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	- TWTF	5	\$400.00	0.00						
Week: 10/2		11/04/12	M	1	\$400.00	0.00			^		_	^
E 4 KNXV	10/23/1	2 10/29/12	M-F 430-5am M-F 430am News	CM	430-5am	МГЖГБ	:30	4	\$50.00 P-3	0.00 NM	5	\$250.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 Week: 10/2		10/28/12 11/04/12	- ТWГF M	4	\$50.00 \$50.00	0.00 0.00						
E 5 KNXV			Su GMA	CM	6am-7am		S :30	2	\$200.00 P-3	0.00 NM	2	\$400.00
L J KIVKV	10/20/1	2 10/20/12	Su 6-7am Good N	_	oani-7 ani		.50	2	Ψ200.001 -3	O.OO INIVI		Ψ400.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	S	2	\$200.00	0.00						
E 6 KNXV	10/23/1	2 10/29/12	M-F 10am-11am	CM	10am-11am	MTWTF	:30	4	\$400.00 P-6	0.00 NM	5	\$2,000.00
Ctor	t Doto	End Data	The View	Cnoto/Mode	Doto	Dating						
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays - TWTF	Spots/Week 4	Rate \$400.00	Rating 0.00						
Week: 10/2		11/04/12	M	1	\$400.00	0.00						
E 7 KNXV		2 10/29/12	M-F 11am-12pm	СМ	11am-12pm	MTWTF	:30	4	\$200.00 P-6	0.00 NM	5	\$1,000.00
			Right This Minute		·							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	- ТWГF M	4	\$200.00	0.00						
Week: 10/2		11/04/12		CM	\$200.00	0.00	.20	4	\$400.00 P-3	0.00 NIM	_	£2,000,00
E 8 KNXV	10/23/1	2 10/29/12	M-F 430pm-5pm The List	СМ	430pm-5pm	MTWTF	:30	4	\$400.00 P-3	0.00 NM	5	\$2,000.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	- TWTF	4	\$400.00	0.00						
Week: 10/2		11/04/12	M	1	\$400.00	0.00						
E 9 KNXV	10/23/1	2 10/29/12	M-F 4pm-430pm 4PM News	СМ	4pm-430pm	MTWTF	- :30	4	\$500.00 P-3	0.00 NM	5	\$2,500.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	- ТWГF M	4	\$500.00	0.00						
Week: 10/2 E 10 KNXV		11/04/12	M-F 5pm-530pm		\$500.00	0.00	.20	4	\$600.00 P-3	0.00 NM	5	£2,000,00
E IU KNAV	10/23/1	2 10/29/12	M-F 5pm-530pm	СМ	5pm-530pm	МГЖГБ	:30	4	\$600.00 P-3	U.UU INIVI	5	\$3,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 Week: 10/2		10/28/12 11/04/12	- ТWГF M	4	\$600.00 \$600.00	0.00 0.00						
			ABC World News	M-F CM	5:30pm-6:30		:30	4	\$1,000.00 P-2	0.00 NM	5	\$7,000.00
			ABC World News	M-F		•						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 Spot Ch	22/12 <u>Date Ra</u>	10/28/12	- TWTF escription		\$1,000.00 t/End Time	0.00	Weekdays	Ιρr	ngth Rate	Rtg Type		
			BC World News M-		pm-6:30pm		- TWThF	_	:30 (\$1,000.00)			
	MG 11.	-							,			
-		olitical MJ 1	-				_					
_			CAA Football Noor	Game NCA	A Football G		Sa	-	:30 \$3,000.00	0.00 NM		
_		0,26.8,11.12		4	¢4 000 00	0.00						
Week: 10/2		11/04/12	M		\$1,000.00	0.00	.00	4	¢700 00 D 0	0.00.0184	4	# 0.000.00
ETZ KNXV	10/23/1	2 10/29/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF	:30	4	\$700.00 P-3	0.00 NM	4	\$2,800.00





Contract / Revision 300042 Flight Dates 10/23/12-10/29/12 Hiatus Dates

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Advertiser DCCC Product Democratic Congressional (Estimate # 1193

l n. Oh	Ctowt	F al	lavonton Codo	Drank	Otomb/Final T	ima Dava	lan Cn	-1-	Data Dri	Dta Tuna	Tota	
Ln Ch E12 KNXV	Start	2 10/29/12	Inventory Code M-F 6pm-630pm	CM	Start/End T 6pm-630pm	MTWTF	Len Spo		Rate Pri 3700.00 P-3	0.00 NM	Spois 4	\$2,800.00
	10/20/1	2 10/20/12	M-F 6pm-630pm		ории осории	MIWII	.00	7 4	77 00.00 1 0	0.00 14101	,	φ2,000.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	- TWTF	4	\$700.00	0.00	A/II	1	D-1-	Dia Torre		
	Date Ra		escription 1-F 6pm-630pm		t/End Time -630pm	-	<u>Veekdays</u> TWThF	<u>Lengtl</u> 30:		Rtg Type 0.00 NM		
	e MG 11		г-г ортг-озорт	орш	-030pm		I WITH	30	(ψ100.00)	0.00 14141		
	ersold]	. 10										
Week: 10/	/29/12	11/04/12	M	1	\$700.00	0.00						
E13 KNXV	10/27/1	2 10/27/12	Sa 4pm/5pm Nev Sa 4pm/5pm Nev		4-430p/5-53	0p S-	:30	1 \$	5500.00 P-2	0.00 NM	1	\$500.00
	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/		10/28/12	S-	1	\$500.00	0.00						
E14 KNXV	10/28/1	2 10/28/12	Su 5pm News SU 5pm-530pm I	CM News	5pm-530pm	S	:30	1 \$	5500.00 P-2	0.00 NM	1	\$500.00
	art Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 10/		10/28/12		1	\$500.00	0.00		4 00	000 00 D 0	0.00 NIM		#0 000 00
			Sunday Prime A AFHV	CM	6pm-7pm		:30	1 \$3	,000.00 P-3	0.00 NM	1	\$3,000.00
Sta Week: 10/	art Date	End Date 10/28/12	Weekdays S	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
			Sunday Prime D	CM	9pm-10pm	S	:30	2 \$1	,000.00 P-3	0.00 NM	2	\$8,000.00
			Scandal				.30	Z \$4	,000.00 F-3	U.UU INIVI	2	φο,000.00
Sta Week: 10/	art Date	End Date 10/28/12	<u>Weekdays</u> S	Spots/Week	Rate \$4,000.00	Rating 0.00						
	Date Ra		escription		t/End Time		Veekdays	Lengtl	h Rate	Rtg Type		
		<u> </u>	unday Prime D		-10pm		S		0 (\$4,00 0.00)			
Se	e MG 17	.6,17.7										
			ays from 9-10pm. j									
			unday Prime D	9pm	-10pm	-	S	u :30	0 (\$4,000.00)	0.00 <i>NM</i>		
	e MG 17.	*	ays from 9-10pm. j	taylor 7/27/12	İ							
			unday Prime D		1 -10pm	_	S	u :30	\$4,000.00	0.00 NM		
	G for 17.5		aa.y :e 2	σρ					ψ .,σσσ.σσ	0.00		
_			unday Prime D	9pm	-10pm	-	S	u :30	\$4,000.00	0.00 NM		
⊕ мо	G for 17.5	5,17.4										
E18 KNXV	10/28/1	2 10/28/12	SU 1035pm-1105 ABC15 Sports Su		1035pm-110	5pmS	:30	1 \$	350.00 P-2	0.00 NM	1	\$350.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/22/12	10/28/12	S	1	\$350.00	0.00						
E19 KNXV	10/23/1	2 10/29/12	M-F 10-1035pm	CM	10pm-1035p	m MTWTF	:30	4 \$1	,000.00 P-3	0.00 NM	5	\$5,000.00
	_		10pm News									
Sta Week: 10/	art Date	End Date 10/28/12	<u>Weekdays</u> - TWTF	Spots/Week	Rate \$1,000.00	Rating						
Week: 10/		11/04/12	M		\$1,000.00	0.00 0.00						
E 20 KNXV			Nightline	CM		2pm MTWTF	:30	4 \$	3450.00 P-3	0.00 NM	5	\$2,250.00
			Nightline	•		,	.50	. 4		2.23		+ =,=00.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	- ТWГF	4	\$450.00	0.00						
Week: 10/		11/04/12	M	1	\$450.00	0.00						
E21 KNXV	10/28/1	2 10/28/12	SU 10-1035pm 10pm News	СМ	10pm-1035p	omS	:30	1 \$1	,000.00 P-3	0.00 NM	1	\$1,000.00





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Advertiser DCCC Product Democratic Congressional (Estimate # 1193

									Tota	ıls
Ln Ch Start End	Inventory Code	Break	Start/End Ti		Len S	•		Rtg Type		Amount
E 21 KNXV 10/28/12 10/28/12	2 SU 10-1035pm 10pm News	СМ	10pm-1035p	mS	S :30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u>	Weekdays S	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
E 22 KNXV 10/23/12 10/26/12	2 Jimmy Kimmel Live Kimmel	СМ	1102pm-120	6am - TWTF-	- :30	3	\$250.00 P-3	0.00 NM	3	\$750.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays S	Spots/Week 3	Rate \$250.00	Rating 0.00						
E 25 KNXV 10/28/12 10/28/12	Su 530pm News Su 530pm-6pm	СМ	530pm-6pm	:	S :30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Date End Date Week: 10/22/12 10/28/12	Weekdays S	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
E 26 KNXV 10/23/12 10/29/12	2 M-F 630pm-7pm Lets Ask America	СМ	630pm-7pm	MTWTF-	- :30	4	\$800.00 P-3	0.00 NM	3	\$3,200.00
Start Date End Date Week: 10/22/12 10/28/12	Weekdays S	Spots/Week 4	<u>Rate</u> \$800.00	Rating 0.00						
5 KNXV 10/22/12-10/28/12 See MG 26.10	Description M-F 630pm-7pm		/End Time pm-7pm		Weekdays			Rtg Type 0.00 NM		
[oversold] 6 KNXV 10/22/12-10/28/12 See MG 26.10 [oversold]	М-F 630рт-7рт	630բ	om-7pm		- TWThF		:30 (\$800.00)	0.00 <i>NM</i>		
8 KNXV 10/22/12-10/28/12 See MG 11.15 [oversold]	M-F 630pm-7pm	630p	om-7pm		- TWThF		:30 (\$800.00)	0.00 <i>NM</i>		
10 KNXV 10/26/12-10/26/12 MG for 26.6,26.5	Friday Prime C	9pm	-10pm		F		:30 \$1,600.00	0.00 NM		
Week: 10/29/12 11/04/12	M	1	\$800.00	0.00						
E 27 KNXV 10/23/12 10/23/12	2 Tuesday Prime A Dancing w/ Stars	СМ	7pm-8pm	- T	- :30	1	\$8,500.00 FX	0.00 NM	1	\$8,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	<u>Weekdays</u> <u>S</u>	Spots/Week 1	Rate \$8,500.00	Rating 0.00						
E 28 KNXV 10/25/12 10/25/12	2 Thursday Prime C Private Practice	CM	9pm-10pm	T	- :30	1	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
Start Date End Date Week: 10/22/12 10/28/12	<u>Weekdays</u> <u>S</u>	Spots/Week 1	Rate \$4,000.00	Rating 0.00						
	Description Thursday Prime C		/End Time -10pm		Weekdays		ngth <u>Rate</u> :30 (\$4,000.00)	Rtg Type 0.00 NM		
See MG 28.3 [Private Practice airs o	n Tuesdays. Thursday	y 9-10pm is	Scandal. jtaylo	or 7/27/12]						
3 KNXV 10/22/12-10/28/12	Thursday Prime C	9pm	-10pm		Th		:30 \$4,000.00	0.00 NM		
MG for 28.2 10/25	0.0000	ON4	0.0				\$4,000,00 EV	0.00.1114		#4 000 00
N29 KNXV 10/28/12 10/28/12	ABC This Week	СМ	8-9am	{	S :30	1	\$1,000.00 FX	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays S	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
N30 KNXV 10/29/12 10/29/12		СМ	9pm-10pm	M	- :30	1	\$5,500.00 P-6	0.00 NM	1	\$5,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 <u>11/04/12</u>		Spots/Week 1	Rate \$5,500.00	Rating 0.00						
N31 KNXV 10/24/12 10/24/12	2	CM	9pm-10pm		:30	1	\$5,000.00 P-3	0.00 NM	1	\$5,000.00



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Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Davs	Len	Spots	Rate Pri	Rtg Type	Tota Spots	als Amount
		-	Wednesday Prime			W				3 71 -		
			Revenge									
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/22/12	10/28/12	W	1	\$5,000.00	0.00						
Spot C	h Date Ra	ange D	<u>escription</u>	Star	/End Time		Weekda	ys Le	ngth Rate	Rtg Type	•	
1 KNX	V 10/22/1	2-10/28/12 W	/ednesday Prime C	9pm	-10pm		W		:30 (\$5,000.00	0.00 NM		
_	ee MG 31											
[]	lashville is	s scheduled t	o air on Wed from	9-10. Reveng	e is on Sunday	ys 8-9p. jtaylo	r 7/27/12]					
2 KNX	V 10/22/1	2-10/28/12 W	ednesday Prime C	9pm	-10pm		W		:30 \$5,000.00	0.00 NM		
⊕ M	IG for 31.1	10/24										
N32 KNX\	/ 10/26/1	2 10/26/12	Friday Prime C	CM	9pm-10pm	F-	- :30) 1	\$3,500.00 P-3	0.00 NM	1	\$3,500.00
			20/20									
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/22/12	10/28/12	F	1	\$3,500.00	0.00						
. T		0.50/	•							+	20.0	77.075.00

*Tax 1 Note: Tax 0.5%. Totals 83 \$77,975.00